

# NextGen

MARKETING GROUP

## ***Sales and Marketing Executive and Telecom Veteran Joins NextGen Marketing Group***

***Former SVP at Hawaiian Telecom and Cincinnati Bell Located in Hilton  
Head, S.C. Office***

### ***FOR IMMEDIATE DISTRIBUTION***

**IOWA CITY, Iowa – October 28, 2008** – Gregory S. Crosby, Founder and CEO today announced that Linda Frank has joined the NextGen Marketing Group and will be operating out of an office in Hilton Head, S.C.

Ms. Frank has over 30 years of experience in the domestic telecommunications industry with Hawaiian Telecom and Cincinnati Bell. Most recently she was SVP Sales and Marketing at Hawaiian Telecom with responsibility for launching and marketing the company in the Hawaii marketplace after it was purchased from Verizon by a private equity company, The Carlyle Group. Throughout her career she has had senior experience in Sales Management, Marketing, and Business Development. She holds both Masters and Bachelors Degrees in Marketing from the University of Cincinnati.

“The NextGen Marketing Group continues to expand rapidly and attract top senior executives across the U.S., said Mr. Crosby. “ I am delighted that Linda has joined our team. She brings tremendous senior Sales, Marketing and Business Development experience in top companies and has world-class credentials. She will be an outstanding resource for our team and our clients” said Crosby.

The NextGen Marketing Group is an innovative national organization of highly experienced and heavily credentialed industry Marketing executives and affiliates that have united together across the country to help business clients develop, execute and enhance their Go-to-Market strategies and tactics in order to maximize business results and market effectiveness. The firm specializes in providing real world solutions based on the practical experiences the executives bring to clients and can also function as outsourced or interim executives.

For more information about NextGen Marketing Group, our services and the team of experienced professionals, please refer to the company’s website [www.nextgenmktg.com](http://www.nextgenmktg.com) or contact us at 1-877-5-NXTGEN.

## **About NextGen Marketing Group**

The NextGen Marketing Group is a new national professional Marketing services firm headquartered in Iowa City, Iowa with offices in Chicago, Seattle, Stamford, Kansas City, Atlanta, Colorado Springs, New York, Austin, Los Angeles, Cleveland SC, and now Hilton Head. Services provided include marketing strategy assessment, business plan development, marketing and sales plan development, business development and strategic partnering, M&A due diligence, and interim executive staffing.

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